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On July 31, 2003

TOWNSEND and TOWNSEND and CREW LLP

By: Juli Taylor Dough

**PATENT**  
Attorney Docket No.: 017887-005800US



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

Robert Main

Application No.: 09/778,666

Filed: February 6, 2001

For: SYSTEM AND METHOD FOR  
MANAGING ADVERTISING  
INVENTORY TO MAXIMIZE  
ADVERTISING REVENUE

Examiner:

Art Unit: 2167

**SUPPLEMENTAL INFORMATION  
DISCLOSURE STATEMENT UNDER 37  
CFR §1.97 and §1.98**

Commissioner for Patents  
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Sir:

The references cited on attached form PTO/SB/08A are being called to the attention of the Examiner. Copies of the references are enclosed. It is respectfully requested that the cited references be expressly considered during the prosecution of this application, and the references be made of record therein and appear among the "references cited" on any patent to issue therefrom.

As provided for by 37 CFR 1.97(g) and (h), no inference should be made that the information and references cited are prior art merely because they are in this statement and no

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representation is being made that a search has been conducted or that this statement encompasses all the possible relevant information.

Applicant believes that no fee is required for submission of this statement. However, if a fee is required, the Commissioner is authorized to deduct such fee from the undersigned's Deposit Account No. 20-1430. Please deduct any additional fees from, or credit any overpayment to, the above-noted Deposit Account.

Respectfully submitted,



Horace H. Ng  
Reg. No. 39,315

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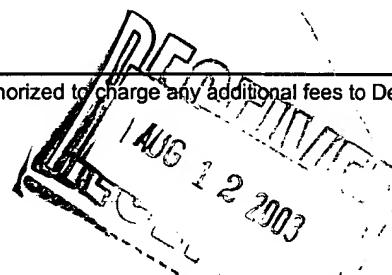
		Application Number	09/778,666
		Filing Date	February 6, 2001
		First Named Inventor	Main, Robert
		Art Unit	2167
		Examiner Name	
Total Number of Pages in This Submission	3+1 ref.	Attorney Docket Number	017887-005800US

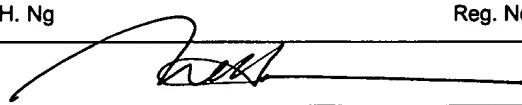
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Remarks

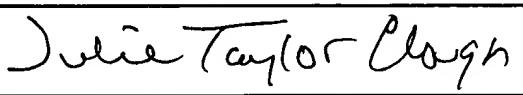
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<b>SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT</b>			
Firm or Individual	Townsend and Townsend and Crew LLP Horace H. Ng		
Signature			
Date	7/31/03		
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Typed or printed name	Julie Taylor Clough		
Signature		Date	July 31, 2003

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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